

## FOR IMMEDIATE RELEASE

### Leading Table Grape Shippers Roll out Traceability with HarvestMark®

*Divine Flavor/Grupo Alta, Pandol Bros., Stevco and Sun World to bring traceable grape clamshells to retail*

Redwood City, Calif. - May 20, 2009 - YottaMark, Inc., the leader in produce traceability solutions, today announced that its HarvestMark® solution has been selected by leading table grape shippers including Pandol Bros., Stevco, Sun World, and Divine Flavor/Grupo Alta. Table grapes from California and Mexico in HarvestMark-enabled clamshells will hit select retail locations beginning in May and will continue through the season. In addition to item-level traceability, Divine Flavor/Grupo Alta and Sun World will also deploy the HarvestMark PTI solution to comply with the requirements of the Produce Traceability Initiative for case labeling.

"Traceability has always played a pivotal role in our food safety program," said Steven L. Gilfenbain, owner and CEO of Stevco, Inc. "Now with HarvestMark, we are extending our efforts and bringing trace-back capability to our clamshells to ensure that we continue to meet and exceed the standards of our customers, as well as consumers that buy and enjoy our high quality brands of table grapes everyday."

Each table grape clamshell will carry a unique HarvestMark traceability code, which links to specific harvest and packing information of that clamshell. The codes can be entered at HarvestMark.com for instant access to product and traceability information, bringing new food safety and quality tools to buyers, and connecting the consumer with the farmer and the harvest. Through the HarvestMark portal, consumers can learn more about the specific brand of grapes, as well as obtain valuable marketing information such as coupons, recipes and consumer feedback surveys.

"Effective trace-back systems and timely communication across the supply chain are critical needs in our industry," said Pedro Batiz, vice president of sales, Divine Flavor. "The deployment of the HarvestMark solution has enabled us to address these challenges and bring new value to our retail customers and consumers."

HarvestMark is the leading traceability solution for fresh produce. The HarvestMark solution complies with the Produce Traceability Initiative (PTI) and meets the requirements of retail buyers. With HarvestMark, shippers can deliver on-demand access to harvest, distribution, quality, and food safety information, when and where it's needed. HarvestMark is in use today by dozens of produce growers and shippers across the U.S., Canada, and Mexico who have chosen the solution to easily deploy effective traceability across a wide range of produce products.

“Pandol is currently an active participant within the industry on Global Traceability Initiatives,” said Tristan Kieva, director of business development and marketing, Pandol Bros. “We see HarvestMark as an added element to our already well-rounded program.”

“With HarvestMark, growers and shippers are incorporating new levels of speed and efficiency into their food safety programs, and delivering on-demand access to valuable product information,” said J. Scott Carr, president and CEO, YottaMark. “We are excited that HarvestMark was selected as the traceability platform of choice for these leading grape producers, and we look forward to working together to launch their respective traceability initiatives and help enlighten, educate and inform those who are interested in learning more about their produce items.”

To learn more about HarvestMark, visit [www.HarvestMark.com](http://www.HarvestMark.com) or call 1-866-76-TRUST (or +1.650.264.6200).

#### **About YottaMark, Inc.**

YottaMark, Inc. specializes in product traceability and authentication solutions that deliver valuable business intelligence when and where it’s needed. Leading companies in the fresh foods, electronics and consumer goods industries rely on YottaMark’s robust traceability platform to conduct precise trace back, enhance communication, and increase security in their supply chain.

[HarvestMark](#)®, the fresh food traceability solution from YottaMark, is the industry’s fastest growing traceability application. To date, nearly 250 million produce items are enabled with HarvestMark Codes to speed response to suspected recall events and deliver on-demand product information throughout the supply chain, all the way to the consumer.

Designed for field- and line-packed produce, HarvestMark is a complete traceability solution and is fully compatible with GS1 standards and the Produce Traceability Initiative (PTI). It accommodates a wide range of workflows with an open platform for seamless integration with existing systems. HarvestMark supports a variety of packaging formats making it quick to deploy with no interruption to business operations.

YottaMark is a privately held company headquartered in Redwood City, Calif. More information can be found at [www.YottaMark.com](http://www.YottaMark.com) and [www.HarvestMark.com](http://www.HarvestMark.com).

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